



WCPO

ORDER

Print Date 09/10/12

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Flight Dates **09/07/12-09/10/12**

Contract / Revision **310195 /**

Original Date / Revision
09/10/12 09/10/12

Advertiser **Romney / Republican / Presi**

Agency **American Rambler Producti**

Buying Contact

**138 Conant Street
Beverly, MA 01915**

Product

Candidate. Romney for President !

Agency Com 15%

Billing Contact

**138 Conant Street
Beverly, MA 01915**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **62**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	69	\$59,882.50	\$70,450.00	0.00
Totals	69	\$59,882.50	\$70,450.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/10/12	69	\$59,882.50	\$70,450.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	WCPO	09/07/12	09/10/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	M--F--	:30	2	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		2				\$600.00		0.00			
		Week: 09/10/12	09/16/12	M-----		2				\$600.00		0.00			
2	WCPO	09/07/12	09/10/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	M--F--	:30	2	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		2				\$600.00		0.00			
		Week: 09/10/12	09/16/12	M-----		2				\$600.00		0.00			
3	WCPO	09/07/12	09/10/12	M-F 9-10a	CM	M-F 9-10a	M--F--	:30	2	\$400.00	P-2	0.00	NM	4	\$1,600.00



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Contract / Revision 310195 Flight Dates 09/07/12-09/10/12

Hiatus Dates

Original Date / Revision 09/10/12/ 09/10/12

Order Sep 00:20:00

Advertiser Romney / Republican / Pre: Product Candidate. Romney for Pre Estimate # 62

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Live with Regis and Kelly															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					2	\$400.00		0.00			
		Week: 09/10/12	09/16/12	M-----					2	\$400.00		0.00			
4	WCPO	09/07/12	09/10/12	M-F 11a-12p	CM	11a-12p	M--F--	:30	2	\$600.00	P-2	0.00	NM	4	\$2,400.00
				M-F 11a-12p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					2	\$600.00		0.00			
		Week: 09/10/12	09/16/12	M-----					2	\$600.00		0.00			
5	WCPO	09/07/12	09/10/12	M-F 12-1p News	CM	12-1p	M--F--	:30	2	\$750.00	P-2	0.00	NM	4	\$3,000.00
				M-F 12-1p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					2	\$750.00		0.00			
		Week: 09/10/12	09/16/12	M-----					2	\$750.00		0.00			
6	WCPO	09/07/12	09/10/12	M-F 2-3p	CM	2-3p	M--F--	:30	1	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
				M-F 2-3p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					1	\$1,000.00		0.00			
		Week: 09/10/12	09/16/12	M-----					1	\$1,000.00		0.00			
7	WCPO	09/07/12	09/10/12	M-F 3-4p	CM	3-4p	M--F--	:30	1	\$650.00	P-2	0.00	NM	2	\$1,300.00
				M-F 3-4p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					1	\$650.00		0.00			
		Week: 09/10/12	09/16/12	M-----					1	\$650.00		0.00			
8	WCPO	09/07/12	09/10/12	M-F 4-5p Ellen	CM	358-5p	M--F--	:30	2	\$1,500.00	P-2	0.00	NM	4	\$6,000.00
				M-F 4-5p Ellen											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					2	\$1,500.00		0.00			
		Week: 09/10/12	09/16/12	M-----					2	\$1,500.00		0.00			
9	WCPO	09/07/12	09/10/12	M-F 5-530p News	CM	5-530p	M--F--	:30	2	\$1,500.00	P-2	0.00	NM	4	\$6,000.00
				M-F 5-530p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					2	\$1,500.00		0.00			
		Week: 09/10/12	09/16/12	M-----					2	\$1,500.00		0.00			
10	WCPO	09/07/12	09/10/12	M-F 530-6p News	CM	528-6p	M--F--	:30	2	\$1,500.00	P-2	0.00	NM	4	\$6,000.00
				M-F 530-6p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					2	\$1,500.00		0.00			
		Week: 09/10/12	09/16/12	M-----					2	\$1,500.00		0.00			
11	WCPO	09/07/12	09/10/12	M-F 6-630p News	CM	558-630p	M--F--	:30	2	\$1,500.00	P-2	0.00	NM	4	\$6,000.00
				M-F 6-630p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					2	\$1,500.00		0.00			
		Week: 09/10/12	09/16/12	M-----					2	\$1,500.00		0.00			
12	WCPO	09/07/12	09/10/12	M-F 7-730p	CM	M-F 7-730p	M--F--	:30	1	\$600.00	P-2	0.00	NM	2	\$1,200.00
				Wheel of Fortune											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					1	\$600.00		0.00			
		Week: 09/10/12	09/16/12	M-----					1	\$600.00		0.00			
13	WCPO	09/07/12	09/10/12	M-F 730-8p	CM	M-F 730-8p	M--F--	:30	2	\$600.00	P-2	0.00	NM	4	\$2,400.00
				Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					2	\$600.00		0.00			



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Contract / Revision 310195 Flight Dates 09/07/12-09/10/12

Hiatus Dates

Original Date / Revision 09/10/12/ 09/10/12

Order Sep 00:20:00

Advertiser Romney / Republican / Pre: Product Candidate. Romney for Pre Estimate # 62

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
13	WCPO	09/07/12	09/10/12	M-F 730-8p Jeopardy	CM	M-F 730-8p	M--F--	:30	2	\$600.00	P-2	0.00 NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	M-----					2	\$600.00		0.00		
14	WCPO	09/07/12	09/10/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	M--F--	:30	2	\$1,500.00	P-2	0.00 NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	----F--					2	\$1,500.00		0.00		
Week:		09/10/12	09/16/12	M-----					2	\$1,500.00		0.00		
15	WCPO	09/07/12	09/10/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	M--F--	:30	1	\$500.00	P-3	0.00 NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	----F--					1	\$500.00		0.00		
Week:		09/10/12	09/16/12	M-----					1	\$500.00		0.00		
16	WCPO	09/07/12	09/10/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	M--F--	:30	2	\$225.00	P-2	0.00 NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	----F--					2	\$225.00		0.00		
Week:		09/10/12	09/16/12	M-----					2	\$225.00		0.00		
17	WCPO	09/07/12	09/10/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	1	\$3,500.00	P-2	0.00 NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	----F--					1	\$3,500.00		0.00		
Week:		09/10/12	09/16/12	-----					0	\$0.00		0.00		
18	WCPO	09/07/12	09/10/12	SA 6-7am SA 6-7am	CM	6-7a	-----S-	:30	1	\$250.00	P-2	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-----S-					1	\$250.00		0.00		
Week:		09/10/12	09/16/12	-----					0	\$0.00		0.00		
19	WCPO	09/07/12	09/10/12	SA GMA 7-8a SA GMA 7-8a	CM	7-8a	-----S-	:30	1	\$375.00	P-2	0.00 NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-----S-					1	\$375.00		0.00		
Week:		09/10/12	09/16/12	-----					0	\$0.00		0.00		
20	WCPO	09/07/12	09/10/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$400.00	P-2	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-----S-					1	\$400.00		0.00		
Week:		09/10/12	09/16/12	-----					0	\$0.00		0.00		
E 21	WCPO	09/08/12	09/08/12	SA 6-7p News SA 6-7p News	CM	558-7p (5:58 PM-6:30 PM)	-----S-	:30	1	\$1,500.00	P-2	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-----S-					1	\$1,500.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WCPO	09/03/12-09/09/12		SA 6-7p News		558-7p	(5:58 PM-6:30 P-----Sa--	:30		(\$1,500.00)		0.00 NM		
Credited [Contract ends 9.10.]														
22	WCPO	09/07/12	09/10/12	SU 6-7am SU 6-7am	CM	6-7a	-----S	:30	1	\$250.00	P-2	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-----S					1	\$250.00		0.00		
Week:		09/10/12	09/16/12	-----					0	\$0.00		0.00		

